



The Institute Spokesman

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Wishing You A Very Merry Christmas and Happy New Year



"An Apple a Day Keeps the Doctor Away"

It's an old saying—we've heard it for years—yet we doubt its truth, and we wouldn't depend upon its wisdom.

There's another saying, a modern one, that is becoming more and more familiar to the motoring public—"Lubricate every 1,000 miles for safe, comfortable, trouble-free motoring." But there isn't a doubt in the world as to the truth or the wisdom of this one.

The position of the neighborhood service station is very similar to that of the family doctor. We go to our family doctor when we are not feeling well because he knows more about the ills to which the human body is subject—their prevention and cure—than we do. He prescribes the proper care and treatment necessary to make us feel fit and help us to live comfortably and safely to a ripe old age.

Motorists bring their cars to your service station for gasoline and oil because a car will not run without these two necessities. But they depend on you for more than just gasoline and oil. Just as they depend on the family doctor to look after their physical well-being, so they depend on you to look after the well-being of their automob-

biles—to prescribe the proper care and service to make their cars perform better and last longer.

Right now, Winter driving over frozen runts, through snow, slush and water, your customers' cars need the proper service to put them in shape for safe and enjoyable driving.

Give each of your customer's cars a thorough examination and prescribe the complete service which is necessary to the well-being of his automobile. Explain how important it is to the satisfactory operation of his car that he let you replace the thin, worn-out crankcase oil and transmission and differential lubricants with fresh motor oil and gear lubricants of the proper grade. How a complete chassis lubrication will add to safety, comfort, and premature parts failure. Call to his attention accessories which show signs of wear or possible failure and suggest their replacement.

Show your customers that you *know* your business. Convince them that they should buy *all* of these products and services from you—that they can depend on you, as their "car doctor," to keep their cars in condition so that they may enjoy safe, comfortable, trouble-free motoring.

Car Manufacturers'

Latest Recommendations

LUBRICATION DATA

FLUID DRIVE FLUID—It is recommended that the special fluid for Chrysler, De Soto and Dodge fluid drives be secured from an authorized car dealer or from the factory. The manufacturer recommends the use of factory supplied fluid only. If any other fluid is used it must be at the responsibility and guarantee of the service station or the supplier.

PACKARD ELECTROMATIC CLUTCH

Packard is offering as special equipment on all 1941 cars, an Electromatic Clutch which provides automatic operation of the clutch, making the use of the clutch pedal unnecessary for all normal driving conditions. While the clutch pedal could be omitted on cars equipped with this device, it is left on to be used at any time the driver may so desire, for starting in cold weather, or for employing second gear as a brake when descending steep hills.

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HOW YOU CAN PROMOTE SAFETY—A

MANUFACTURERS WHO SELL to the motorist have done much to help keep him safe in his car—but their efforts cannot be fully effective unless you back them up on your drives. For you are the only one able to promote safety at the practical, logical time—when the car is *in use*!

Seventeen states now require periodic inspection of every car's lights, tires, and other features. But you dealers can give those vital points *daily* inspection. By simply giving *full service* to every car that pulls up to your pumps, you can give a vitally important *safety service*. The service steps outlined in these photographs take less than two minutes—yet they may save a life, will undoubtedly increase your plus profit sales, and will certainly win you more customers.



- 1** Greet the customer at the pump with a friendly smile. As you approach car, take quick glance at condition of tires.

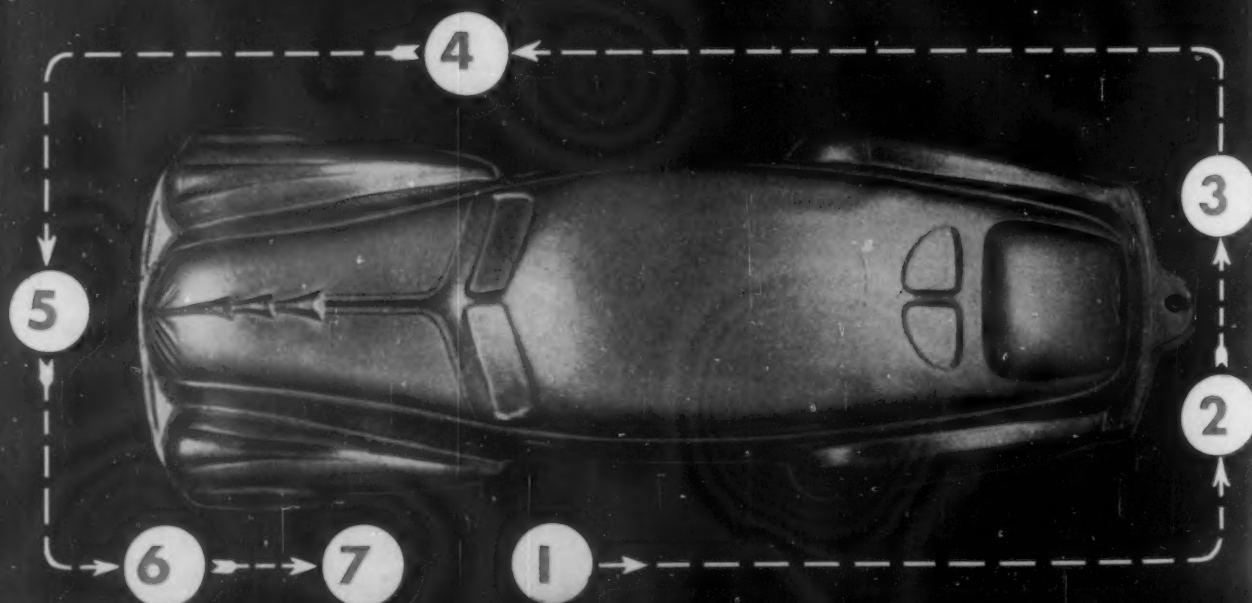


- 4** Clean right half of windshield, ventilator wing thoroughly, inside and out.



- 5** Wipe off headlights. Ask customer to turn on lights, then check bulbs. Note front tires for pressure and condition.

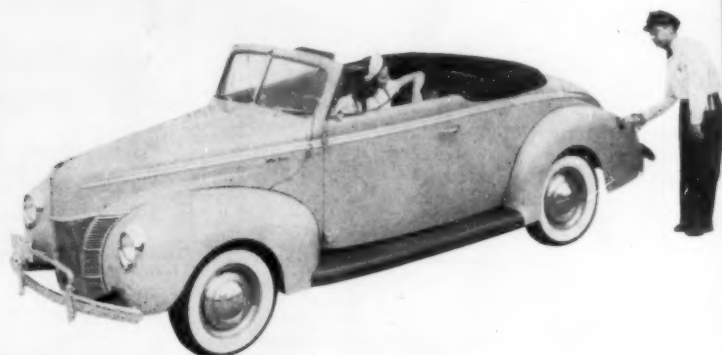
THESE ARE DANGER POINTS YOU CAN CHECK BY



Y-AND *Up* YOUR SALES!



2 As you fill the customer's tank, rock the car gently up and down. Squeaks may indicate the need for lubrication.



3 Wipe off rear window, license plate, lights. Ask customer to step on brake, then check stop-light. Note rear tires.



6 Check water and oil, then draw other service needs to customer's attention as you solicit drain or make-up quarts.



7 Clean left half of windshield, ventilator wing. If other cars aren't waiting, always ask to check tires and battery.

CHECK BY GIVING FULL POSITION SERVICE

1 TIRES—Look for low tires, worn treads, broken casings, missing lugs or valve caps from the time you first approach the car until the customer leaves your drives.

2 CHASSIS LUBRICATION—If rocking the car reveals need for lubrication, point out to the customer that you can give his car a more thorough safety check.

3 REAR WINDOW AND STOP-LIGHT—Clean windows are essential to clear vision, so wipe them carefully. The danger of a weak or burned out stop-light is obvious.

4 WINDSHIELD—Many an accident has been caused by a dirty windshield. Clean it thoroughly.

5 LIGHTS—You will find it profitable—and helpful to your customers—if you can offer *complete* light service.

6 MOTOR—When you check the oil, look, too, for cracked or dirty spark plugs, frayed fan belts, leaking radiator connections, broken hood latches, and oil leaks. Only a car in perfect operating condition is in perfect safety condition.

7 WINDSHIELD WIPERS—A faulty windshield wiper in a pouring rain is highly dangerous. Tell your customers that faulty parts should be replaced *now*.



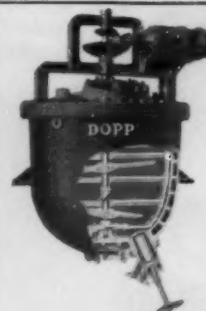
8 Safety is an important selling theme in the lubritorium, too—and is invaluable in helping to make a safety check—including everything from mufflers to tires.

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